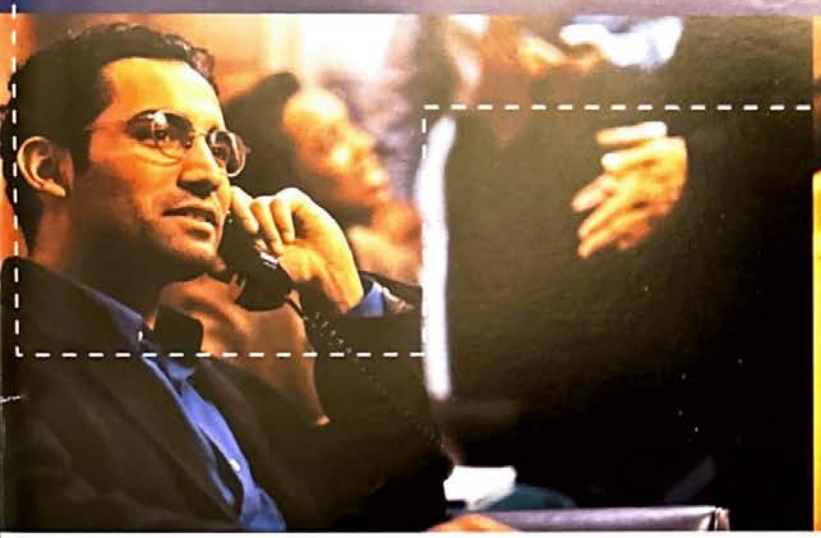
Compaq and Siebel Solutions

How well do you really know your customers?





COMPAQ | SIEBEL

Solutions





Focus on the relationships that matter most to your business.

CRM is no longer an option—it's a necessity.
According to industry studies, it costs anywhere from five to 10 times more to attract a new customer than it does to keep an existing customer.

Threats of customer defection are constant, so businesses must strive to understand customer behavior in more depth than ever before. The customer, not the product or service, must be the focal point of a business.

CRM solutions from Compaq and Siebel give businesses the power to build long-term customer relationships and the ability to:

- Boost customer retention rates and loyalty
- Expand referrals
- Increase revenue and profits per sale
- Reduce direct costs by optimizing distribution channels
- Reduce marketing costs and improve targeting of marketing efforts

Over the past decade, businesses have concentrated their IT efforts on improving the efficiencies of internal operations—manufacturing, finance, human resource management and other back-office systems. But looking inward simply isn't enough any more.

Today, the most competitive businesses are extending the benefits of their automated IT systems to the people that matter most—customers—through Customer Relationship Management (CRM) solutions from Compaq and Siebel.

With a Compaq and Siebel solution, you'll not only get a clearer view of your customers' needs and interactions, you'll also be able to better respond to those needs—targeting sales and marketing where they'll generate the most value to your business and to customers—cementing customer loyalty. Automating customer-facing systems reduces sales cycles, improves sales and service productivity and increases sales volume and profitability. With Compaq and Siebel, you can deploy those systems quickly and confidently.

You can't afford to wait, so we'll help get you there faster.

With more businesses taking advantage of CRM strategies, customers have more choices every day—which is one very compelling reason to choose a Compaq and Siebel solution.

Our investments pay off in smoother implementations for you.
No one invests more in perfecting Siebel solutions than Compaq. Millions of dollars, worldwide manpower and global solution centers are dedicated to the rapid success of your solution. Compaq and Siebel Competence Centers provide a direct source of technical expertise for seamless integration, reliability and performance of Siebel solutions.

- System sizings and configurations
- Proof-of-concept testing and pre-staging of customer solutions
- A central repository for performance characterization metrics, customer references, white papers and implementation guidelines
- Investigation, integration and certification of emerging technologies

With so much at stake, you can be confident with Compaq and Siebel.

With customer loyalty in the balance, you need partners you can trust. Compaq and Siebel are two proven technology leaders.

Undisputed leadership in open computing.
The largest computer manufacturer, the number one server company and the most respected IT services organization in the world, Compaq has been inspiring confidence for businesses for years.

- Compaq has more than twice the market share of our nearest competitors for leading applications from vendors including Microsoft, Citrix, Lotus, Oracle and Novell
- $3 trillion in global financial transactions depend on Compaq systems each day
- Compaq is the leader in *Tru64 UNIX* technology
- Compaq is the world's number one global NT service and support provider

Unmatched global services.
With 25,000 global Compaq service personnel in more than 100 countries around the world, plus thousands of local service partners, you know we'll be there for you. Service personnel and systems integration consultants from Compaq are prepared to work with you during all phases of your Siebel project. From defining your strategy to systems implementation, managing your network, 7x24 on-site support and disaster preparedness—Compaq offers a complete portfolio of support services.

Uptime you can count on.
Customers today expect 7x24 service, which means you need 7x24 uptime from your systems. Compaq and Siebel products are exhaustively tested together for reliability and performance. And with innovative clustering solutions and redundant, fault-tolerant features engineered into all our products, Compaq delivers unmatched availability from palmtop solutions to *Compaq NonStop® Himalaya* servers.

Management that's second to none.
Compaq provides the industry's most robust hardware and operating system management and monitoring tools, including *Compaq Insight Manager* and *Compaq SmartStart*. Our partnerships with management leaders like BMC Software, Tivoli and Computer Associates, enable seamless integration with your enterprise management software platforms and with WBEM protocols. Together, Compaq management tools and partnerships result in the most complete and centralized control over networked environments, lowering your total costs and enhancing system performance.

Proven innovation.
Compaq has a long history of extending technology to where it's never been before, pushing industry standards into the highest levels of the enterprise. That kind of innovation provides cutting-edge performance, scalability, availability and flexibility for your Siebel solution.

Leading price/performance.
Confidence isn't just about reliability—it's about knowing your CRM implementation won't drain your company's resources and patience over time. All the tuning and testing that goes into our solution pays off in greater price/performance, faster ROI and lower total costs for your business. When you choose Compaq, you're assured the flexibility and simplicity of open standards along with the latest technology—and simpler deployment means faster deployment.

The Internet advantage.
As the Web-based economy continues to expand, customers have more control and are more demanding than ever. Thanks to the technological leadership of Compaq and Siebel, you can stay ahead of your customers' needs. Siebel 99 is the first entirely Web-based CRM architecture; so sales, marketing and service professionals get best-of-class functionality in every category using standard Web browsers—anywhere, any time. And no company is better equipped than Compaq to take you successfully into the NonStop® eBusiness environment of the Internet.

Choose your platforms, and you're on your way.

You choose to implement your Siebel solution on the broadest range of operating systems and Compaq platforms available, from handhelds, desktops and laptops to Microsoft Windows NT and *Compaq Tru64 UNIX* servers, to backup, storage and networking solutions. Compaq's ability to supply the end-to-end infrastructure provides you a proven combination of products, single vendor accountability and common tools and processes.

Experience eliminates delays.
Whether you're a small business or a Fortune 500 company, you can count on fast and reliable implementation, because nobody knows Siebel as well as Compaq. Since 1997, Compaq and Siebel have worked closely together to develop, engineer, tune and test our solutions to meet specific needs. In fact, Compaq is a key development platform for Siebel products. More than 77% of all NT-based Siebel applications and 65% of Siebel implementations overall run on Compaq systems.

Innovative solutions accelerate your success.
Choosing and deploying your solution is simpler because Compaq and Siebel offer pre-built solutions for small to medium businesses. Siebel Sales for Workgroups features a fully optimized and pre-configured server, ready to go to work for you and your customers. And Siebel 99 offers enterprise customers a complete family of pre-built market-specific software, including Siebel Telecommunications, Financial Services, Insurance, Consumer Goods, Utilities and Pharmaceuticals. Solutions pre-tailored to your industry needs enable faster and easier implementation and quicker return on investment.

Siebel speeds your success.

- Siebel 99 features the first complete suite of pre-built industry solutions for a variety of industries, so you can more quickly and cost-effectively create custom applications and leverage industry-specific functionality
- Siebel's Web-based architecture completely eliminates the time and expense associated with traditional desktop application installation
- Siebel supports the revolutionary concept of configure once and deploy anywhere, accelerating deployment time and reducing the total cost of application ownership
- Siebel was first to introduce synchronization to the enterprise and Internet applications market as a core component of the product line. This allows for complete data transfer between a company's servers and mobile users, ensuring that information is consistent and reliable between servers in multiple locations

The better you know your customers, the better you can compete in a changing business climate. Compaq and Siebel can give you the competitive advantage you need, quickly, reliably and with absolute confidence.

For more information, call the Compaq Siebel International Competence Center at (650) 295-5595 or visit our websites:
www.compaq.com
www.compaq.com/partners/siebel
www.compaq.com/activeanswers

If you are located in Europe, Middle East or Africa and want to request a sizing of your Siebel implementation or other technical pre-implementation please send an e-mail to siebel.emea@compaq.com or call +49-89-9393 4712.

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